## ORDER

Orders

Order / Rev:

Alt Order #:

06830031

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Flight Dates:

10/16/12 - 10/22/12

Original Date / Rev:

06/28/12 / 07/17/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

KSNV

Amy McCreary

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

**Buying Contact:** 

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Agency Commission:

EOM/EOC

00:15:00

Broadcast

Cash

15%

Advertiser

Name:

Priority:

Berkley Shelley for Senate

A35+

PLC01

Revenue Codes:

Demographic:

**Product Codes:** 

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN

Net Amount

\$33,213.75

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date **End Date** # Spots Gross Amount 10/01/12 10/22/12 123 \$39,075.00 Totals

Month # Spots Gross Amount Net Amount Rating October 2012 123 \$39,075.00 \$33,213.75 0.00 Totals 123 \$39,075.00 \$33,213.75 0.00

**Account Executives** 

Sales Office Account Executive

Sales Region

Start Date / End Date

Start Of Order - End Of Order

Order % 100%

Amy McCreary **Order Share** 

Share Total 20% \$39,075.00

100%

KSNV Market

\$195,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	0%	\$0.00
KSNV-	0%	, \$0,00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spo	ts	Rate Pri	Rtg Type \$	Spots	Amount
-	E 1	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wa	gn@M	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
					Wake Up Early Wagn	ers								
		NEWS												
		Star	t Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
	W	eek: 10/	15/12	10/21/12	-TWTF	4	\$50,00	0.00						

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Order / Rev:

103688

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830031

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/16/12 - 10/22/12

Estimate:

SETTREET TOTAL GETTATE

30S

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/16/1	2 10/19/12	Wake Up Early w	-	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS			Wake Up Early W	/agners								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10		10/21/12	-TWTF	4	\$50.00	0.00						
E 2 KSNV	10/22/1	2 10/22/12	Wake Up Early W		430a-5a	M	:30	1	\$50.003	0.00 <b>NM</b>	1	\$50.00
NEWS			Trans op Lany to	ragnoro								
_	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/12 2 10/22/12	M M-F 5-6a WakeUp	1 NWAM@M	\$50.00 5-6a	0.00 M	:30	1	\$200.003	0.00 NM	4	<b>#</b> 200 00
L 0 (10)114	1012211	2 10/22/12	M-F 5-6a WakeU	-	J-Oa	Manana	.50	1	φ200.003	O.OO INIVI	1	\$200.00
NEWS												
<u>Sta</u> Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
		2 10/19/12	M-F 5-6a WakeU		- φ200.00 5-6a	-TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00
			M-F 5-6a WakeU	-		,		·	<b>\$200.000</b>	0.00 11111	.,	Ψ000,000
NEWS	art Data	End Data	Modrdovo	Cnote (Most	Data	Datin a						
<u>عند</u> Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
			M-F 6-7a WakeU <sub>l</sub>	w/WaQM	6-7a	-TWTF	:30	8	\$300.003	0.00 NM	8	\$2,400.00
NEWO			M-F 6-7a WakeU	p w/Wagners								
NEWS Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	-TWTF	8	\$300.00	0.00						
E 6 KSNV	10/22/1	2 10/22/12		_	6-7a	M	:30	2	\$300.003	0.00 NM	2	\$600.00
NEWS			M-F 6-7a WakeU	p w/Wagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	2	\$300,00	0.00						
E 7 KSNV	10/22/1	2 10/22/12	Today Show	СМ	658a-9am	M	:30	3	\$400.003	0.00 NIM	3	\$1,200.00
TODAY	Y SHOW		Today Show									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	M	3	\$400.00	0.00						
E 8 KSNV	10/16/1	12 10/19/12	Today Show Today Show	CM	658a-9am	-TWTF	:30	12	\$400.003	0.00 <b>NM</b>	12	\$4,800.00
TODAY	Y SHOW		roday onon									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	-TWTF Noon News	12 CM	\$400.00 12-1230pm	0.00 -TWTF	-30	A	\$17E 002	0.00 NM	,	<b>6700.00</b>
E 9 NOINV	10/10/1	12 10/19/12	Noon News	CIVI	12-1230pm	-1W1F	:30	4	\$175.003	0.00 NM	4	\$700.00
NEWS												
<u>Sta</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$175.00	<u>Rating</u> 0.00						
			Noon News	CM	12-1230pm	M	:30	1	\$175.003	0.00 NM	1	\$175,00
			Noon News					. •	Ţ.,,u,,u,u	5.55 11191		ψ110,00
NEWS		End Date	Mookdaya	Chata Missis	Deta	Doting						
<u>ى د</u> Week: 10	art <u>Date</u> )/22/12	10/28/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
			M-F Today Show		9-10a	M	:30	1	\$175.003	0.00 NM	1	\$175.00
T/D 4\	v n		M-F Today Show	· II								
TODA` St	y 2 <u>art Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	M	<u> </u>	\$175.00	0.00						
E 12 KSNV	10/16/	12 10/19/12	M-F Today Show		9-10a	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
TODA	Ύ2		M-F Today Show	· II .								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	)/15/12	10/21/12	~TWTF~-	4	\$175.00	0.00						
E13 KSNV	/ 10/16/	12 10/19/12		CM	3-4p	-TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00

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Order / Rev:

103688

06830031

Advertiser:

Estimate:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

10/16/12 - 10/22/12

Product Desc:

BERKLEY FOR SENATE

30S

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
<del></del>	·		Dr. Phil							· · · · · · · · · · · · · · · · · · ·	<u></u>	
PHIL			Dr Phil									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ı		
Week: 10/		10/21/12	-TWTF	4	\$200.00	0.00						
E14 KSNV	10/22/1	2 10/22/12	Dr. Phil	CM	3-4p	M	:30	1	\$200.003	0.00 NM	1	\$200.00
PHIL			Dr Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M	1	\$200.00	0.00						
E 15 KSNV	10/22/1	2 10/22/12	News 3 at 430pm	СМ	430-5pm	M	:30	1	\$300.003	0.00 NM	1	\$300,00
			News 3 at 4:30PM	٧I								
NEWS	ut Data	End Data	Madalasa	Constant (Manual)	Data	D-4:						
<u>ота</u> Week: 10/	<u>rt Date</u> 22/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0,00						
E 16 KSNV			News 3 at 430pm	CM	430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
_ ,,, ,,,,,,,			News 3 at 4:30PM				,,,,	•	4000.000	0.00 (11)		Ψ1,200.00
NEWS												
<u>Sta</u> Week: 10/	rt Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week 4	Rate	Rating						
E 17 KSNV		10/21/12	News 3 at 4	CM	\$300.00 4-430p	0.00 -TWTF	:30	4	\$300.003	0.00 NM	4	#4 000 00
E 17 RONV	10/10/1	2 10/18/12	News 3 at 4	CIVI	4-430p	-   W	.30	4	φ300.003	U.OU INIVI	4	\$1,200.00
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/	•	10/21/12	-TWTF	4	\$300.00	0.00						
E18 KSNV	10/22/1	2 10/22/12	News 3 at 4 News 3 at 4	CM	4-430p	M	:30	1	\$300,003	0.00 NM	1	\$300.00
NEWS			News Jac 4									
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/	/22/12	10/28/12	M	1	\$300.00	0.00						
E19 KSNV	10/22/1	2 10/22/12	M-F Early News	CM	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
NEWS			M-F Early News							]		
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/22/12	10/28/12	M	2	\$450.00	0.00						
E20 KSNV	10/16/1	2 10/19/12		СМ	5-630p	-TWTF	:30	8	\$450.003	0.00 NM	8	\$3,600.00
NEWS			M-F Early News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	-TWTF	8	\$450.00	0.00				İ		
E 21 KSNV	10/16/1	2 10/19/12	Face to Face w/ F	RalstonCM	730-758pm	-TWTF	:30	4	\$225.003	0.00 NM	4	\$900.00
			Face to Face w/	J.Ralston								
FACE	art Date	End Data	Mookdovo	Cooks MMssk	Doto	Datina						
<u>عاد</u> Week: 10		End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00						
P			Face to Face w/ F		730-758pm	M	:30	1	\$225.003	0.00 NM	1	\$225.00
			Face to Face w/		,				,			¥
FACE					<b>.</b>							
<u>Sta</u> Week: 10	art Date	<u>End Date</u> 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
E 23 KSNV				CM	6:30-8pm	S-	:30	1	\$150.003	0.00 NM	1	\$150.00
	. 5, 20,		Vegas Inc.	J	2,24 Abiii	3	.00	1	φ100,000	0.00 14141	,	φ100.00
VEGAS			-									
_	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/21/12	S-	1	\$150.00	0.00	.00		£400.000	0.00.107	_	0000.00
E 24 KSNV	10/2/2/	12/10/22/12	M-F Jeop/Wheel M-F Jeopardy/W	CM heel of Fortun	630-730pm e	M	:30	2	\$400.003	0.00 NM	2	\$800,00
JEP/W	HEEL		( Goopulay/VV	noor or r ortall	~							
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>						
Week: 10		10/28/12	M	2		0.00						
E 25 KSNV	10/16/	12 10/19/12		СМ	630-730pm	-TWTF	:30	8	\$400.003	0.00 NM	8	\$3,200.00

KSNV

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103688 Order / Rev:

Alt Order #: 06830031

Berkley, Shelley for Senate Advertiser: Product Desc: BERKLEY FOR SENATE

Flight Dates: 10/16/12 - 10/22/12 Estimate: 30.S

Ln Ch Start End		Start/End Tir	ne Days	Len Spot	s Rate Pri	Rtg Type Spots	Amount
	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	· 1				• 10	
JEP/WHEEL	Maakdaya Casta AMaak	Data	Dating				
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week -TWTF 8	<u>Rate</u> \$400.00	Rating 0.00				
E 26 KSNV 10/20/12 10/20/12	Weekend Jeopardy/Wh&M WKND Jeop/Wheel	630-730pm	S-	:30	2 \$250.003	0.00 NM 2	\$500.00
JEP/WHEEL Start Date End Date	Weekdays Spots/Week	Data	Datina				
Week; 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$250.00	Rating 0.00				
E 27 KSNV 10/21/12 10/21/12	News 3 Live in Prime CM News 3 in Prime	7-10pm	S	:30	1 \$600.003	0.00 NM 1	\$600.00
NEWS IN PRIME AFTER NF							
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$600.00	Rating 0.00				
E 28 KSNV 10/19/12 10/19/12	<del></del>	9-10pm	F	:30	1 \$1,000.003	0.00 NM 1	\$1,000.00
GRIMM .	Friday Prime 9-10pm						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/15/12 10/21/12	1 1	\$1,000.00	0.00				
E 29 KSNV 10/19/12 10/19/12	Fri PR 8-9p CM Friday Prime 8-9pm	8-9pm	F	:30	1 \$750.003	0.00 NM 1	\$750.00
WHIT/COMM							
Start Date End Date Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00				
E 30 KSNV 10/17/12 10/17/12	·	9-10pm	W	:30	1 \$1,700.003	0.00 <b>NM</b> 1	\$1,700.00
SVU	Wednesday Prime 9-10pm						•
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$1,700.00	Rating 0.00				
E31 KSNV 10/17/12 10/17/12		10-11pm	M	:30	1 \$1,400.003	0.00 NM 1	\$1,400.00
CHICAGO FIRE	Wednesday Prime 10-11pm						
<u>Start Date</u> <u>End Date</u> Week; 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00				
E 32 KSNV 10/16/12 10/19/12	· · · · · · · · · · · · · · · · · · ·	1237a-136am		:30	4 \$75.003	0.00 <b>N</b> M 4	\$300.00
FALLON	Late Night w/Fallon				÷		
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/15/12 10/21/12	-TWTF 4	\$75.00	0.00				
E 33 KSNV. 10/22/12 10/22/12	Late Night w/Fallon CM Late Night w/Fallon	1237a-136am	) M	:30	1 \$75.003	0.00 NM 1	\$75.00
FALLON	•						
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week M 1	<u>Rate</u> \$75.00	Rating 0.00			1	
E 34 KSNV 10/22/12 10/22/12		1135p-1237a	M	:30	2 \$185.003	0.00 NM 2	\$370.00
TON SHOW	Tonight Show						
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating				
Week: 10/22/12 10/28/12 E 35 KSNV 10/16/12 10/19/12	M 2 The Tanight Show CM	<u> </u>	0.00	•20	P 6495.000	: 0.00 NM	<b>#4 400 00</b>
	The Tonight Show CM Tonight Show	1135p-1237a	-TWTF	:30	8 \$185.003	0.00 NM 8	\$1,480.00
TON SHOW	Maakdaya CastaAN1-	Data	Datina			ļ	
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 8	<u>Rate</u> \$185.00	Rating 0.00			İ	
E36 KSNV 10/16/12 10/19/12		11pm-1135pr	n -TWTF	:30	4 \$425.003	0.00 NM 4	\$1,700.00
NEWS	M-F News 3 at Eleven						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/15/12 10/21/12 E 37 KSNV 10/22/12 10/22/12	-TWTF 4 CM	\$425.00 11pm-1135pr	0.00 n M	:30	1 \$425.003	0.00 NM 1	\$425.00
	Ç.M	p 100ps			. 9120,000	0.00 1111	ψ-12-0.00

Print Date: 07/17/12 12:00:42

KSNV

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\$39,075.00

Totals

Order / Rev:

103688

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830031

10/16/12 - 10/22/12

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Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch Inventory Code Break Start/End Time Start End Davs Len Spots Rate Pri Rtg Type Spots Amount M-F News 3 at Eleven M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 10/28/12 M-----Week: 10/22/12 \$425.00 0.00 Sa-Su News 3 at ElevenCM E 38 KSNV 10/20/12 10/21/12 11pm-1135pm ----SS :30 \$400.003 0.00 NM 2 \$800.00 Sa-Su News 3 at Eleven **NEWS** Spots/Week Start Date End Date Weekdays Rating Rate Week: 10/15/12 10/21/12 ----SS \$400.00 0.00 E 39 KSNV 10/20/12 10/20/12 Saturday Today CM 7a-9am ----S-:30 2 \$225.003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S-\$225,00 0.00 E 40 KSNV 10/20/12 10/20/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$150.003 0.00 NM 2 \$300.00 **News 3 Sunrise SATURDAY NEWS** Spots/Week **End Date** Start Date Weekdays Rate Rating ----5-Week: 10/15/12 10/21/12 \$150.00 0.00 E 41 KSNV 10/20/12 10/20/12 News 3 Today - SATURIDM 0.00 NM 9am-930am ----S-:30 \$200.003 1 \$200.00 News 3 Today - SAT **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating ----5-Week: 10/15/12 10/21/12 \$200.00 0.00 E 42 KSNV 10/21/12 10/21/12 Sunday Today CM 7a-8am ----S :30 \$350.003 0.00 NM \$700.00 2 Sunday Today SUN TODAY Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----S \$350.00 0.00 E 43 KSNV 10/20/12 10/20/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 \$550.003 0.00 NM \$550.00 Saturday Night Live SNL **End Date** Spots/Week Rating Start Date <u>Weekdays</u> <u>Rate</u> ----5-Week: 10/15/12 10/21/12 \$550.00 0.00